

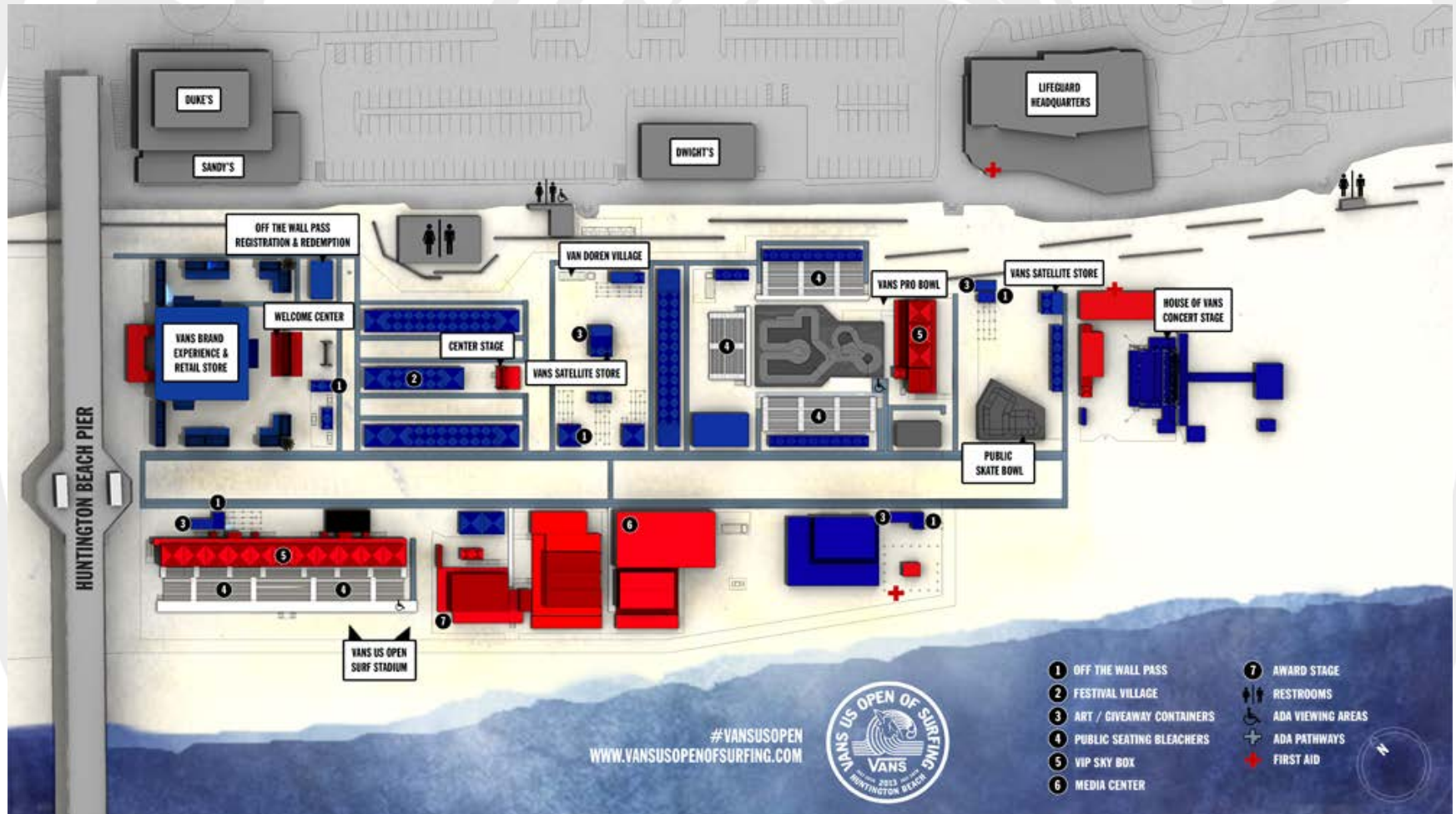


2014 US OPEN OF SURFING

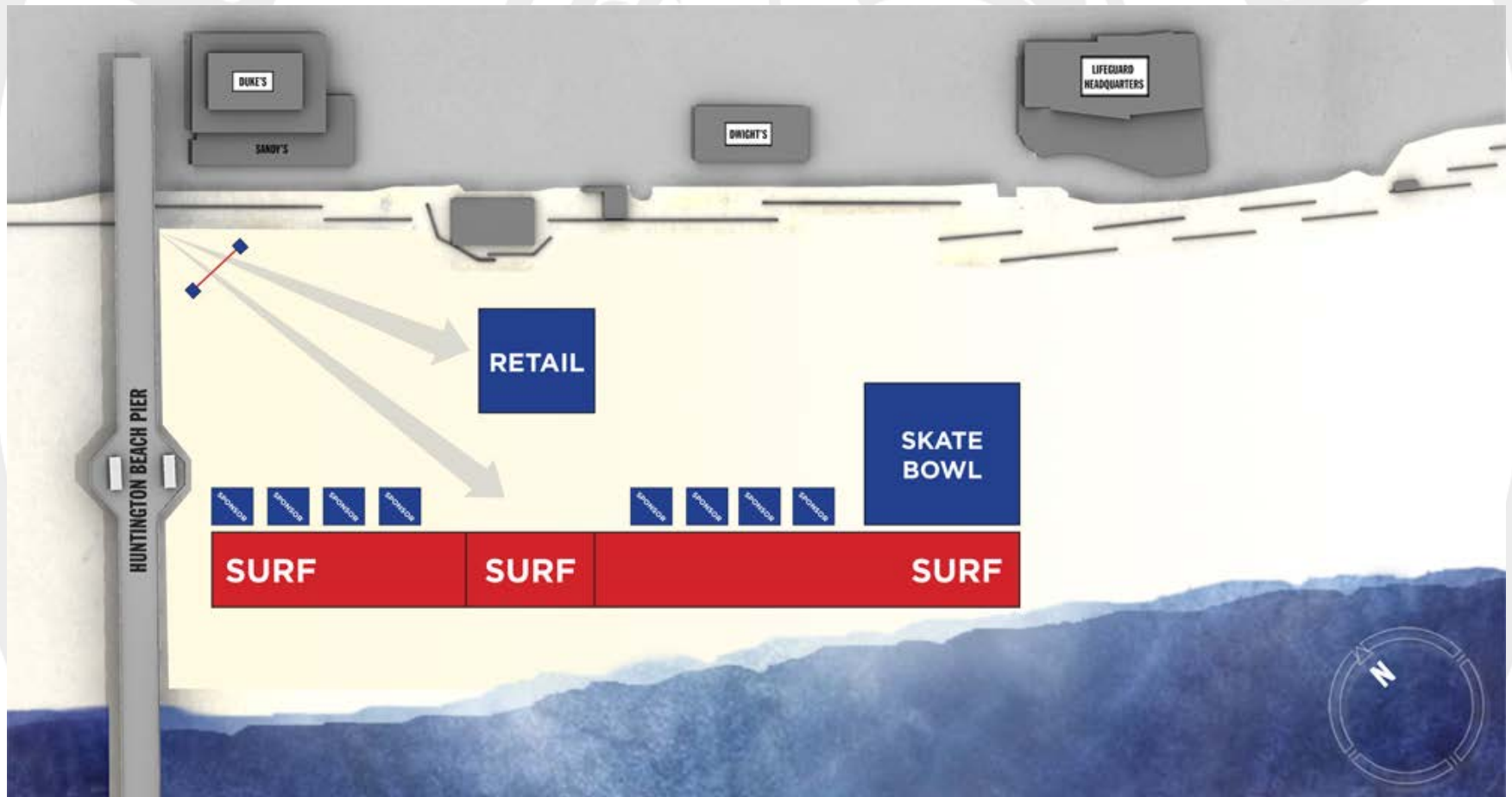
**CITY OF HUNTINGTON BEACH
TASK FORCE**

OCTOBER 10, 2013

2013 FOOTPRINT



PROPOSED 2014 FOOTPRINT



OBJECTIVES

- Preserve the history and the heritage of the US Open of Surfing in Huntington Beach, California.
- Re-imagine the US Open of Surfing for 2014 and beyond.
- Develop and implement a plan that addresses the issues and concerns of the downtown residents and businesses and provides safety, security and peace of mind.

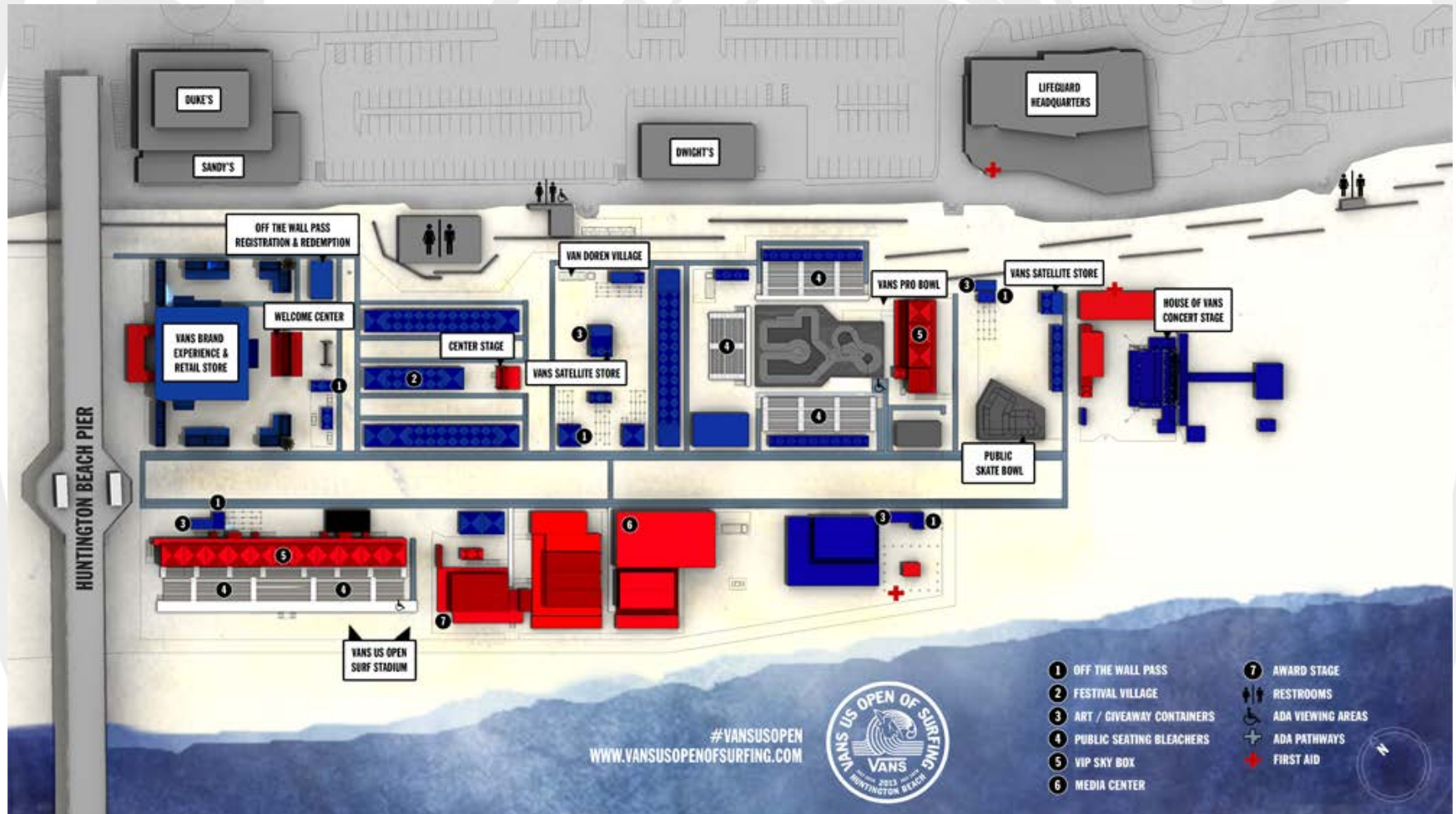
STRATEGY

- SCALE back the event! Activities, footprint, booths, crowds...
- Bring SPORT focus back to the US Open of Surfing
- Promote the event elements that attract the “right” audience
- Eliminate the event elements or activities that attract the undesirables
- Change weekend schedule for better crowd control
- Deploy tactical medias to over communicate the new event, schedule, format...
- Work in partnership with the City and the downtown businesses to develop an effective and responsible policies; day and night

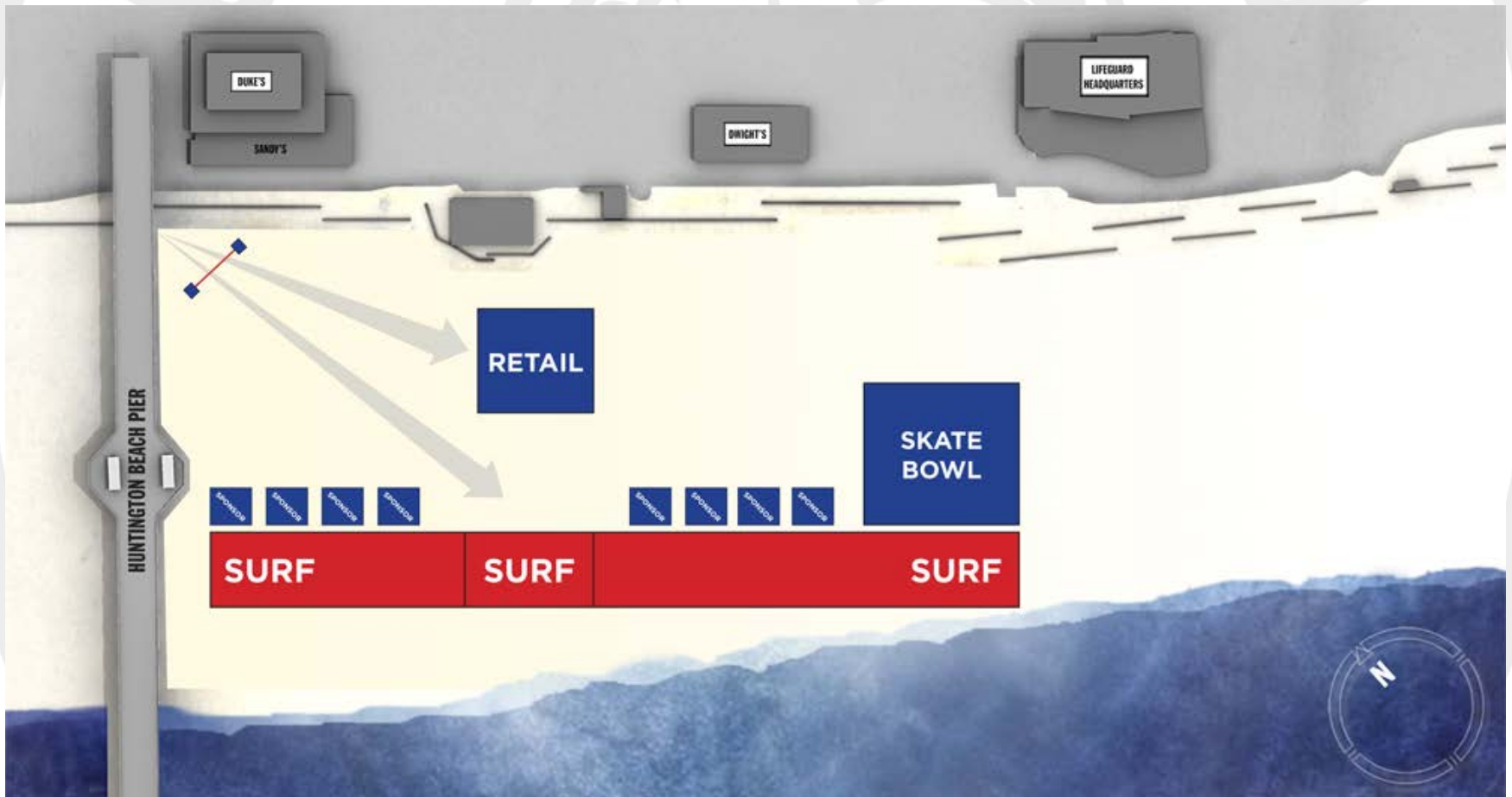
TACTICS

- ✓ Embrace and work closely with the City Council, Staff and the Downtown Task Force
- ✓ Scale back the event
- ✓ Eliminate live music
- ✓ Eliminate the “Dust Bowl” and restrict booth space to major sponsors only
- ✓ Eliminate the “Carnival” elements and low brow sponsor activations
- ✓ NO free stuff!
- ✓ Focus on the sports elements of the US Open and the world-class athletes
- ✓ Promote and Celebrate 100 years of surfing in Huntington Beach
- ✓ Sunday is Surfing only!
- ✓ The Event and the City will implement a ‘strict enforcement’ policy for the following:
 - Underage drinking & public intoxication
 - Drug use
 - Public indecency
 - Violence / fighting
 - Littering
 - Drunk driving
 - Illegal parking
 - And more...
- ✓ Increase police/security, trash, sanitation and code enforcement presence in the downtown area and surrounding neighborhoods
- ✓ Utilize digital social media as a means to communicate, educate and deter specific behavior

WHAT IT WAS...



WHAT IT WILL BE...



2014 US OPEN - SNAP SHOT

❑ **Event Dates: July 26 – August 3, 2014**

- Set-Up: July 10 (Thursday) - July 25 (Friday)
- Event Date: **July 26 (Saturday) - August 3 (Sunday)**
- Teardown: August 4 (Monday) - 9 (Saturday)

❑ **Event Elements**

Surfing

- ASP Men's Prime
- ASP Women's World Championship Tour (WT)
- Men's & Women's Pro Junior
- Longboard – Vans Duct Tape Invitational
- Enhance spectator viewing (onsite and online), high-end facility and coverage

Action Sports

- Skateboarding - Van Doren Invitational
- BMX Demonstration
- World-class athletes in a world-class venue

2014 US OPEN - SNAP SHOT

❑ Event Elements

Sponsor Displays

- Eliminate the “village” or “dust bowl”
- Limit the Festival Village to primary sponsors only (8 big brands)
- Restrict activations to those that elevate the event in an educational, positive and meaningful way
- Expand the permit area to Pier Plaza, parking lots and sidewalks to aid Code Enforcement
- Address beer sponsorship and best approach

Merchandise/Retail

- High-quality retail pop up store on the sand – front end focus
- Position appropriately for Duke’s & Sandy’s customers

Family and Community Outreach

- Movie Night in Pier Plaza
- Community Day – “bring the families back to the beach”
- Discount Coupons for locals
- 100 Years of Surfing - Continue to work closely with the Walk of Fame, Hall of Fame, and Surfing Museum as well as create other concepts to celebrate the heritage of surfing in Surf City USA

RESPECT

